

ABSTRACT

The phenomenon in the Atas Kota coffee shop, there was a decline in the Atas Kota coffee shop consumers in February - August 2020, which decreased, while in February 2021, sales peaked and decreased in August 2021.. These results indicate a decline in terms of customer satisfaction which is based on the gap phenomenon and gap research obtained from previous research, it is suspected that the factors influencing the decline in consumers assume that brand image does not affect Atas Kota coffee shop. And the brand image is not strong enough to increase customer satisfaction as well as service quality, food quality, price fairness and the quality of the physical environment.

The population used in this study were all consumers of the Atas Kota coffee shop in Semarang. The sampling technique used is purposive sampling. The samples taken were 125 coffee shop consumers who had visited at least once. The data collection method in this study used a questionnaire with Google Form. The data analysis method uses structural equation modeling.

Service Quality, Food Quality, Price Fairness and Physical Environment Quality affect brand image. brand image has a positive effect on customer satisfaction. The strongest path that can affect the customer satisfaction of the Atas Kota coffee shop in Semarang is the Brand Image route which has an impact on the customer satisfaction of the Atas coffee shop in the City of Semarang.

Keywords: Service Quality, Food Quality, Price Fairness, Physical Environment Quality, brand Image, Customer Satisfaction.